

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 22, 2015 to July 23, 2016.

1) Employment Unit: Good Karma Broadcasting, LLC - Wisconsin

2) Unit Members (Stations and Communities of License):

WTLX(FM)	FCC Facility ID No. 4477	Monona, WI
WTTN(AM)	FCC Facility ID No. 71092	Columbus, WI
WBEV(AM)	FCC Facility ID No. 4475	Beaver Dam, WI
WXRO(FM)	FCC Facility ID No. 4474	Beaver Dam, WI
WAUK(AM)	FCC Facility ID No. 10824	Jackson, WI
WRRD(AM)	FCC Facility ID No. 70771	Waukesha, WI

3) EEO Contact Information for Employment Unit:

Mailing Address: 310 W. Wisconsin Ave. Suite 100 Milwaukee, WI 53203	Telephone Number: (414) 273-3776
	Contact Person/Title: Kelli L. Gabel/ Human Resources
	E-mail Address: kgabel@goodkarmabrands.com

4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

Job Title	Recruitment Source Referring Hiree
1. Marketing Facilitator – WTLX	Indeed.com
2. Partnership Coordinator – WTLX	Employee Referral
3. Director of Human Resources	Employee Referral
4. Marketing Consultant – WAUK	Employee Referral

Good Karma Broadcasting, LLC is an Equal Opportunity Employer.

JOB TITLE:

1. Marketing Facilitator – WTLX
2. Partnership Coordinator – WTLX

Referral Source(s) of Hiree(s)

Indeed.com
Employee Referral

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com	N/A	0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com	N/A	0	No
Company Website	N/A	GoodKarmaBrands.com	N/A	3	No
Employee Referral	N/A	N/A	N/A	2	No
Indeed.com	N/A	Indeed.com	N/A	5	No
Industry Referral	N/A	N/A	N/A	1	No
Internal Internship Program	Internship Coordinators	http://karmagood.wpengine.com/career-opportunities/#internship	(414) 273-3776	3	No
LinkedIn	Webmaster	www.linkedin.com	N/A	0	No
Madison Media Institute	Bill Mallinson	2702 Agriculture Drive, Madison, WI	(608) 663-2000	0	No
Marquette Career Manager	Webmaster	1324 W. Wisconsin Avenue, Milwaukee, WI	(414) 288-7423	0	No
N.A.A.C.P.	N/A	35 Pinckney Street, #5, Madison, WI 53703	(608) 256-1942	0	No
National Association of Hispanic Journalism	Marco Botero	1000 National Press Building, Washington D.C. 20045	(202) 662-7145	0	No
National Lesbian and Gay Journalist Association	Jason Clement	2120 L Street, NW Suite 840, Washington D.C. 20037	(202) 588-9888	0	No
National Organization for Women	Tizzy Hyatt	122 State Street, #403, Madison, WI	(608) 255-3911	0	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com	N/A	0	No
UW-Madison	N/A	https://bus-wisc-csm.symplicity.com/employers/index.php	N/A	0	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 East Mifflin, Madison, WI	(608) 255-2600	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Eau Claire	Career Development	105 Garfield Avenue, Eau Claire, WI	(715) 836-2637	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Green Bay	Career Development	2420 Nicolet Drive, Green Bay, WI	(920) 465-2000	0	No
Wisconsin Jobs for Wisconsin Grads: UW-La Crosse	Career Development	1725 State Street, La Crosse, WI	(608) 785-8000	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Madison	Career Development	University Avenue, Madison, WI	(608) 263-2400	0	No

Good Karma Broadcasting, LLC is an Equal Opportunity Employer.

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Wisconsin Jobs for Wisconsin Grads: UW-Milwaukee	Career Development	2200 East Kenwood Avenue, Milwaukee, WI	(414) 229-1122	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Oshkosh	Career Development	800 Algoma Boulevard, Oshkosh, WI	(920) 424-1234	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Parkside	Career Development	900 Wood Road, Kenosha, WI	(262) 595-2345	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Platteville	Career Development	1 University Plaza, Platteville, WI	(800) 362-5515	0	No
Wisconsin Jobs for Wisconsin Grads: UW-River Falls	Career Development	410 South Third Street, River Falls, WI	(715) 425-3911	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Stevens Point	Career Development	2100 Main Street, Stevens Point, WI	(715) 346-0123	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Stout	Career Development	712 South Broadway Street, Menomonie, WI	(715) 232-1122	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Superior	Career Development	Belknap & Catlin, Superior, WI	(715) 394-8101	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Whitewater	Career Development	800 West Maim Street, Whitewater, WI	(262) 472-1234	0	No
Wisconsin Technical System	N/A	http://www.wisconsintechconnect.com/	N/A	0	No

3. Director of Human Resources

Employee Referral

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com	N/A	0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com	N/A	0	No
Company Website	N/A	GoodKarmaBrands.com	N/A	0	No
Employee Referral	N/A	N/A	N/A	1	No
Indeed.com	N/A	Indeed.com	N/A	5	No
Industry Referral	N/A	N/A	N/A	1	No
Internal Internship Program	Internship Coordinators	http://karmagood.wpengine.com/career-opportunities/#internship	(414) 273-3776	0	No
LinkedIn	Webmaster	www.linkedin.com	N/A	0	No
Madison Media Institute	Bill Mallinson	2702 Agriculture Drive, Madison, WI	(608) 663-2000	0	No

Good Karma Broadcasting, LLC is an Equal Opportunity Employer.

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Marquette Career Manager	Webmaster	1324 W. Wisconsin Avenue, Milwaukee, WI	(414) 288-7423	0	No
N.A.A.C.P.	N/A	35 Pinckney Street, #5, Madison, WI 53703	(608) 256-1942	0	No
National Association of Hispanic Journalism	Marco Botero	1000 National Press Building, Washington D.C. 20045	(202) 662-7145	0	No
National Lesbian and Gay Journalist Association	Jason Clement	2120 L Street, NW Suite 840, Washington D.C. 20037	(202) 588-9888	0	No
National Organization for Women	Tizzy Hyatt	122 State Street, #403, Madison, WI	(608) 255-3911	0	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com	N/A	0	No
UW-Madison	N/A	https://bus-wisc-csm.symplicity.com/employers/index.php	N/A	1	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 East Mifflin, Madison, WI	(608) 255-2600	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Eau Claire	Career Development	105 Garfield Avenue, Eau Claire, WI	(715) 836-2637	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Green Bay	Career Development	2420 Nicolet Drive, Green Bay, WI	(920) 465-2000	0	No
Wisconsin Jobs for Wisconsin Grads: UW-La Crosse	Career Development	1725 State Street, La Crosse, WI	(608) 785-8000	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Madison	Career Development	University Avenue, Madison, WI	(608) 263-2400	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Milwaukee	Career Development	2200 East Kenwood Avenue, Milwaukee, WI	(414) 229-1122	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Oshkosh	Career Development	800 Algoma Boulevard, Oshkosh, WI	(920) 424-1234	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Parkside	Career Development	900 Wood Road, Kenosha, WI	(262) 595-2345	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Platteville	Career Development	1 University Plaza, Platteville, WI	(800) 362-5515	0	No
Wisconsin Jobs for Wisconsin Grads: UW-River Falls	Career Development	410 South Third Street, River Falls, WI	(715) 425-3911	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Stevens Point	Career Development	2100 Main Street, Stevens Point, WI	(715) 346-0123	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Stout	Career Development	712 South Broadway Street, Menomonie, WI	(715) 232-1122	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Superior	Career Development	Belknap & Catlin, Superior, WI	(715) 394-8101	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Whitewater	Career Development	800 West Maim Street, Whitewater, WI	(262) 472-1234	0	No
Wisconsin Technical System	N/A	http://www.wisconsintechconnect.com/	N/A	0	No

Good Karma Broadcasting, LLC is an Equal Opportunity Employer.

4. Marketing Consultant – WAUK

Employee Referral

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com	N/A	0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com	N/A	0	No
Company Website	N/A	GoodKarmaBrands.com	N/A	1	No
Employee Referral	N/A	N/A	N/A	3	No
Indeed.com	N/A	Indeed.com	N/A	0	No
Industry Referral	N/A	N/A	N/A	0	No
Internal Internship Program	Internship Coordinators	http://karmagood.wpengine.com/career-opportunities/#internship	(414) 273-3776	1	No
LinkedIn	Webmaster	www.linkedin.com	N/A	0	No
Madison Media Institute	Bill Mallinson	2702 Agriculture Drive, Madison, WI	(608) 663-2000	0	No
Marquette Career Manager	Webmaster	1324 W. Wisconsin Avenue, Milwaukee, WI	(414) 288-7423	0	No
N.A.A.C.P.	N/A	35 Pinckney Street, #5, Madison, WI 53703	(608) 256-1942	0	No
National Association of Hispanic Journalism	Marco Botero	1000 National Press Building, Washington D.C. 20045	(202) 662-7145	0	No
National Lesbian and Gay Journalist Association	Jason Clement	2120 L Street, NW Suite 840, Washington D.C. 20037	(202) 588-9888	0	No
National Organization for Women	Tizzy Hyatt	122 State Street, #403, Madison, WI	(608) 255-3911	0	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com	N/A	0	No
UW-Madison	N/A	https://bus-wisc-csm.symplicity.com/employers/index.php	N/A	0	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 East Mifflin, Madison, WI	(608) 255-2600	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Eau Claire	Career Development	105 Garfield Avenue, Eau Claire, WI	(715) 836-2637	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Green Bay	Career Development	2420 Nicolet Drive, Green Bay, WI	(920) 465-2000	0	No
Wisconsin Jobs for Wisconsin Grads: UW-La Crosse	Career Development	1725 State Street, La Crosse, WI	(608) 785-8000	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Madison	Career Development	University Avenue, Madison, WI	(608) 263-2400	0	No

Good Karma Broadcasting, LLC is an Equal Opportunity Employer.

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Wisconsin Jobs for Wisconsin Grads: UW-Milwaukee	Career Development	2200 East Kenwood Avenue, Milwaukee, WI	(414) 229-1122	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Oshkosh	Career Development	800 Algoma Boulevard, Oshkosh, WI	(920) 424-1234	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Parkside	Career Development	900 Wood Road, Kenosha, WI	(262) 595-2345	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Platteville	Career Development	1 University Plaza, Platteville, WI	(800) 362-5515	0	No
Wisconsin Jobs for Wisconsin Grads: UW-River Falls	Career Development	410 South Third Street, River Falls, WI	(715) 425-3911	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Stevens Point	Career Development	2100 Main Street, Stevens Point, WI	(715) 346-0123	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Stout	Career Development	712 South Broadway Street, Menomonie, WI	(715) 232-1122	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Superior	Career Development	Belknap & Catlin, Superior, WI	(715) 394-8101	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Whitewater	Career Development	800 West Maim Street, Whitewater, WI	(262) 472-1234	0	No
Wisconsin Technical System	N/A	http://www.wisconsintechconnect.com/	N/A	0	No

5) Total # of Interviewees Referred: For the period from July 22, 2015 to July 23, 2016, this Employment Unit interviewed 27 interviewees for full-time job vacancies. Four applicants were hired.

6) Supplemental Recruitment Initiatives.

(a) Initiative: Internship Program

The Employment Unit operates an internship program which allows interns to gain experience in many areas of the radio industry. Internships are available year round. During the period covered by this report, 45 interns participated in the program and all received college credit. Internships are available in the areas of programming, sales, promotions, and administration. Depending on the main focus of the internship, interns may report directly to a Sales Manager, General Manager, Content Director, or Marketing Facilitator. Interns learn a wide variety of skills, including but not limited to: writing on-air copy and promotional announcements, website maintenance, writing and sending out press releases, miscellaneous office responsibilities, assisting on-air talent with remote broadcasts including set-up and tear down, board-oping and help with show producing, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges around the area including Marquette University, UW-Eau Claire, UW-Green Bay, UW-Lacrosse, UW-Madison, UW-Milwaukee, UW-Oshkosh, UW-Parkside, UW-Platteville, UW-River Falls, UW-Stevens Point, UW-Stout, UW-Superior, and UW-Whitewater.

(b) Initiative: Mentoring Program

The employment unit has implemented a mentoring program called Big Brothers/Big Sisters. It is intended to pair up Good Karma Broadcasting teammates (*i.e.* employees) across markets and encourage veteran teammates and new teammates to develop a relationship, share ideas and advice and become a resource for each other.

Good Karma Broadcasting, LLC is an Equal Opportunity Employer.

(c) Initiative: Scholarship

The Station Employment Unit, together with other Good Karma Broadcasting Employment Units, funds the Jim Stowell/Karen Kuhn Scholarship. The scholarship awards \$500 to a graduating senior at Beaver Dam High School who plans to pursue a degree in broadcasting, journalism or drama. The scholarship is in memory of a former employee who passed away. The scholarship is awarded annually. Scholarship winners are encouraged to return during their summers to participate in the Station Employment Unit's internship program.

(d) Initiative: Job & Career Fairs

South Central Wisconsin Career Fair, Dodge County Airport Juneau, WI. On September 22, 2015 Marketing Facilitator and two members of the Talent Acquisition Team participated in this career fair. Approximately 50 were in attendance.

Cardinal Stritch Roundtable Career Fair, Cardinal Stritch University, Milwaukee, WI. On November 2, 2015 two members of the Talent Acquisition Team participated in this career fair. Approximately 150 were in attendance.

Wisconsin Broadcasters Association Career Fair, The Madison Concourse Hotel, Madison, WI. On January 27, 2016 Two members of the Talent Acquisition Team participated in this career fair. Approximately 50 were in attendance.

UWM Career Fair. Sheldon B. Lubar School of Business at UWM, Milwaukee, WI. On February 4, 2016, two members of the Talent Acquisition Team participated in this career fair promoting our career and internship opportunities. Approximately 100 were in attendance.

Milwaukee Bucks Career Fair. BMO Harris Bradley Center, Milwaukee, WI. On March 30, 2016, two members of the Talent Acquisition Team participated in the career fair promoting our internship opportunities. Approximately 200 were in attendance.

(e) Initiative: Sponsoring a Career Fair

South Central Wisconsin Career Fair. Sponsored by Good Karma Broadcasting. April 27, 2016 from 1:00 p.m. – 5:00 p.m. at the Dodge County Airport in Juneau. Approximately 48 business were represented at this career fair. Approximately 200 were in attendance.

(f) Initiative: Participation in Other Activities

UW Sports Marketing Class, Milwaukee, WI – On January 13, 2016, Two members of the Talent Acquisition Team spoke to a Sports Marketing class of 25 students. They described their careers in sports marketing and marketing trends in the industry.

Marquette Networking Event, Milwaukee, WI – On February 4, 2016, Marketing Facilitator and a member of the Talent Acquisition Team spoke to approximately 100 students on the internship opportunities while networking.

Brookfield Central High School, Brookfield, WI – On July 21, 2016, Marketing Consultant spoke to a class as they set up their new curriculum. There were approximately 10 students and professionals at this speaking engagement.